

Randy McClement, Mayor
61st Administration

Aldermen

Kelly Russell, President Pro Tem

Michael O'Connor

Phillip Dacey

Joshua Bokee

Donna Kuzemchak



Richard Griffin, AICP, CEcD
Director of Economic Development

Economic Development Advisory Council (EDAC)

Minutes

February 29, 2016

8:30AM to 10AM

The City of Frederick – City Hall 101 North Court Street

In attendance: Michelle Kershner, Bobby Baumler, Richard Griffin, Rick Miller, Mike Henningsen, Rocky Mackintosh, Bert Anderson, Maribeth Visco, Denise Jacoby, April Reardon, John Fieseler, Michael O'Connor, Eileen Mitchell, Joe Parsley, Josh Bokee, Kara Norman, Libby Burmaster, Joe Adkins, Tamar Osterman, Helen Propheeter

1. **Welcome & Introductions** – Meeting called to order at 8:40am
2. **Approval of 9/28/15 Meeting Minutes**
3. **Introduction to DED Work Plan** – Richard Griffin
4. **DED Work Plan Concepts & 2016 Priorities** – Bobby Baumler

Several questions were raised:

- Rick Miller asked specifically about DED marketing plan and what are the targeted regions/areas. R. Baumler explained local marketing and targeted trade shows such as BIO that are attended.
- April Reardon asked why FDK is on our list as a priority. It was explained that the Airport is one of 4 departments that Richard Griffin is a Director over; the goal for DED is to help promote and market the airport.
 - Richard Griffin shared that the long term goal to make the airport self-sufficient and an enterprise fund so as not to be supported by general fund tax dollars. Also want to increase through traffic to the airport
- Rick Miller questioned if there is any 'synergy' between the airport and the Hotel project. Richard confirmed that AOPA feels it could be a great partnership due to proximity to Downtown
 - Mike Henningsen used Bechtel as an example of a business that benefited from the airport in bringing in key decision makers

The question was asked of the committee – Which priority is most important

- Joe Parsley felt that #6 **Identify and implement catalytic projects and infrastructure** as being most important. Without infrastructure, you can't succeed with any other priorities or goals.
- Bert Anderson commented on priorities, 2, 3, 4 stating that nowhere is the issue of parking currently addressed. Richard suggested it should fall under #6 infrastructure priority.

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- Kara Norman said last comprehensive parking study was done in 2003 and it's time for a new study to be done.
 - Paid parking vs free parking
 - Bobby shared that DED needs assistance from the EDAC committee in suggestions/comments #7 – **Marketing & Promoting Frederick**
 - Richard states #5 – **Attracting Talented Workforce** is crucial. Provided AstraZeneca as an example- The Company is most concerned about finding talented workforce to fill the hundreds of jobs projected for the expansion. Finding this talent is crucial to their success.
 - Several items were discussed:
 - When do you start trying to influence/teach students?
 - Aim for those already graduated from other areas (Montgomery County, NOVA)
 - "Grow Your Own" program
 - Internships/Job Shadowing are crucial
 - Paid apprentice programs – Frederick County received a grant from the State to support
 - CREST program
5. **Proposed FY2017 DED Budget** – Bobby Baumler
6. **Thrive Marketing Concept Update** – Michelle Kershner
"Thrive" is not a logo but rather a concept/marketing campaign. City seal will stay incorporated with artwork when appropriate. Other Departments could begin to use the artwork if they want.
7. **Frederick Day in Annapolis / City Project Update** – Richard Griffin
Importance of Maryland Stadium Authority was shared.
Joe Parsley asked what the success rate of MSA when involved with a project similar to Downtown Hotel. Richard said "100%"
- Richard and Alderman O'Connor explained that the Rocky Gap, Cambridge Hyatt, and Baltimore Hilton projects were not MSA projects.
 - Rocky felt that the Hotel team should get average, everyday people to submit emails in support of project
 - Marybeth Visco – EDAC should sign and write a letter of support/form letter and quit referring to it as a "Conference Center". Point out other TIFS
 - Joe Parsley – Hotel tax being used for infrastructure; marketing piece needs to be stated

Meeting adjourned at 10:05am

Remaining 2016 Meeting Dates

- April 25, 2016, July 25, 2016, October 24, 2016

DED Staff Resources:

- Richard Griffin, Director (Economic Development, Airport, Parking, Weinberg)
- Bobby Baumler, Manager of Economic Development
- Michelle Kershner, Business Development Specialist/Marketing
- Donna Goff, Economic Development Specialist/Office Manager